

Have you noticed a drop in figures on your Google Analytics?

**Don't
panic**





Twitter



Facebook



Pinterest



LinkedIn

Note:
If you struggle with some industry terms used here, there are a few explanations at the end to refer to.

Important Update for your Facebook Ads

Have you noticed a drop in figures on your Google Analytics? Apple has announced changes with iOS 14 that will affect how we receive and track conversions.

The Short Version

Apple's iOS14 update prompts users to either opt in or opt out of tracking across apps and websites owned by other companies. This means that if someone who has opted out of tracking clicks on your ad and goes through to make a purchase on your website, that conversion won't be attributed to the Facebook advert when reporting.

Facebook has responded to the iOS update by processing conversions from iOS14 devices using Aggregated Event Measurement. In short, this means that 8 conversion events need to take place before the ad gets out of the learning phase. This update will also mean that conversion events will only be limited to 7 days after the ad click (instead of 28 days) and it will create delays in reporting. This also means that conversions have to happen within 7 days for it to be attributed to your Facebook ad (previously conversions in 28 days were attributed to your Facebook advert).

We are staying on top of this but it does mean that to accurately interpret your reports going forward, we will need 3 months of data to make accurate comparisons post the iOS14 update. The good news: your conversions are still happening, we just have to adapt to new ways of tracking them!

We recommend that you read more detail regarding this to better understand your monthly reports





The Detail

Essentially the iOS 14 update requires that apps in the App Store that engage in “**tracking**” show a prompt to iOS 14 users to request their permission through the **AppTrackingTransparency framework** to track them across apps and websites owned by other companies. Additionally, Apple has created the **PCM (Private Click Measurement)** protocol for web attribution.

For example, suppose an iOS 14 user is served an ad on Instagram and is taken to a website to complete a purchase. Now, because of PCM, this event would be lost and not properly attributed. This does not mean that the person or traffic is not coming to the website, it just means that it won't be attributed to the Facebook advert. This will make it seem that adverts are starting to underperform compared to pre-iOS14 update. It will take time for this to become the new norm so that we can compare apples with apples. This protocol will strongly contribute to restricting data that businesses and platforms can access.

Tracking includes, but is not limited to:

- Displaying targeted advertisements in your app based on user data collected from apps and websites owned by other companies.
- Sharing device location data or email lists with a data broker.
- Sharing a list of emails, advertising IDs, or other IDs with a third-party advertising network that uses that information to retarget those users in other developers' apps or to find similar users.
- Placing a third-party SDK in your app that combines user data from your app with user data from other developers' apps to target advertising or measure advertising efficiency, even if you do not use the SDK for these purposes. For example, using an analytics SDK that repurposes the data it collects from your app to enable targeted advertising in other developers' apps.
- To find out more, click [here](#).

In the event that the user opts out of tracking on their iOS 14 device, ad personalisation and performance reporting will be limited for both app and web conversion events. In response to these changes, Facebook has started to process pixel conversion events from iOS 14 devices using **Aggregated Event Measurement** to support both the preservation of user privacy as well as running effective marketing campaigns.

Aggregated Event Measurement limits domains to eight conversion events to get out of the learning phase. These can come from one Facebook pixel or multiple pixels. Consequently, the business needs to decide which eight events they want to include in their event configuration, and thereafter they would need to prioritise them. Subsequently, when you create an ad set, you can choose only one of the eight prioritised events to optimise for.





Ad Creation Limitations

If you plan to deliver ads optimised for conversion events that occur on your business's website, note the following key points below:

- Your pixel may only optimise for a maximum of eight conversion events for each domain.
- Initially, Facebook will configure the conversion events believed to be the most relevant to your business based on your business activity; however, you can edit your business event selection in your Facebook Events Manager.
- Ad sets that were optimising for a pixel conversion event that is no longer available will be turned off.
- Events not configured as one of the eight conversion events for a domain can still be used for partial reporting in Ads Manager and website Custom Audience creation.

Reporting Limitations

Under Apple's new policy, businesses will experience limitations on the measurement of some web conversion events because of the reporting limitations of iOS 14 devices. The following limitations are expected across Ads Manager, ads reporting and the Ads.



Insights API

- Delayed reporting: Real-time reporting will not be supported, and data may be delayed up to three days.
- Web conversion events will be reported based on the time the conversions occur and not the time of the associated ad impressions.
- Estimated results will be calculated for web conversion events using statistical models to account for conversions from iOS 14 users.
- No support for breakdowns as delivery and action breakdowns, such as age, gender, region and placement will not be supported.
- Changes to account attribution window settings: Once Apple enforces their iOS 14 requirements, the attribution window for all new or active ad campaigns will be set at the ad set level, rather than at the account level.
 - This ad set level attribution setting ensures that the conversions measured are the same ones used to inform campaign optimisation and will allow for increased flexibility and clarity when analysing ad performance.
 - The default for all new or active ad campaigns (other than iOS 14 app install campaigns) will be set at a 7-day click attribution window (previously 28 day).

The attribution window has changed from 28 days to 7 days. The reporting will change to 7-day post click and 1-day post view. This means that only actions taken 7 days after clicking an advert or 1 day after viewing an advert will be attributed to the advert. So a purchase happening on day 8 after clicking the advert will not be attributed to the Facebook advert.

The new default attribution window will make measurement a bit complicated as it will contribute to under-reporting on organic as well as paid channels. You should also expect an increase in dark social traffic. 'Dark Social' is when people privately share content on social media which makes it harder to track. Dark traffic has always been there, but the new iOS update might contribute to its increment.



After these changes take effect, except for iOS 14 app install campaigns and automated rules, the default 7-day click attribution window can be modified by you to one of the other windows that are still supported. The following windows will be supported under the new attribution setting:

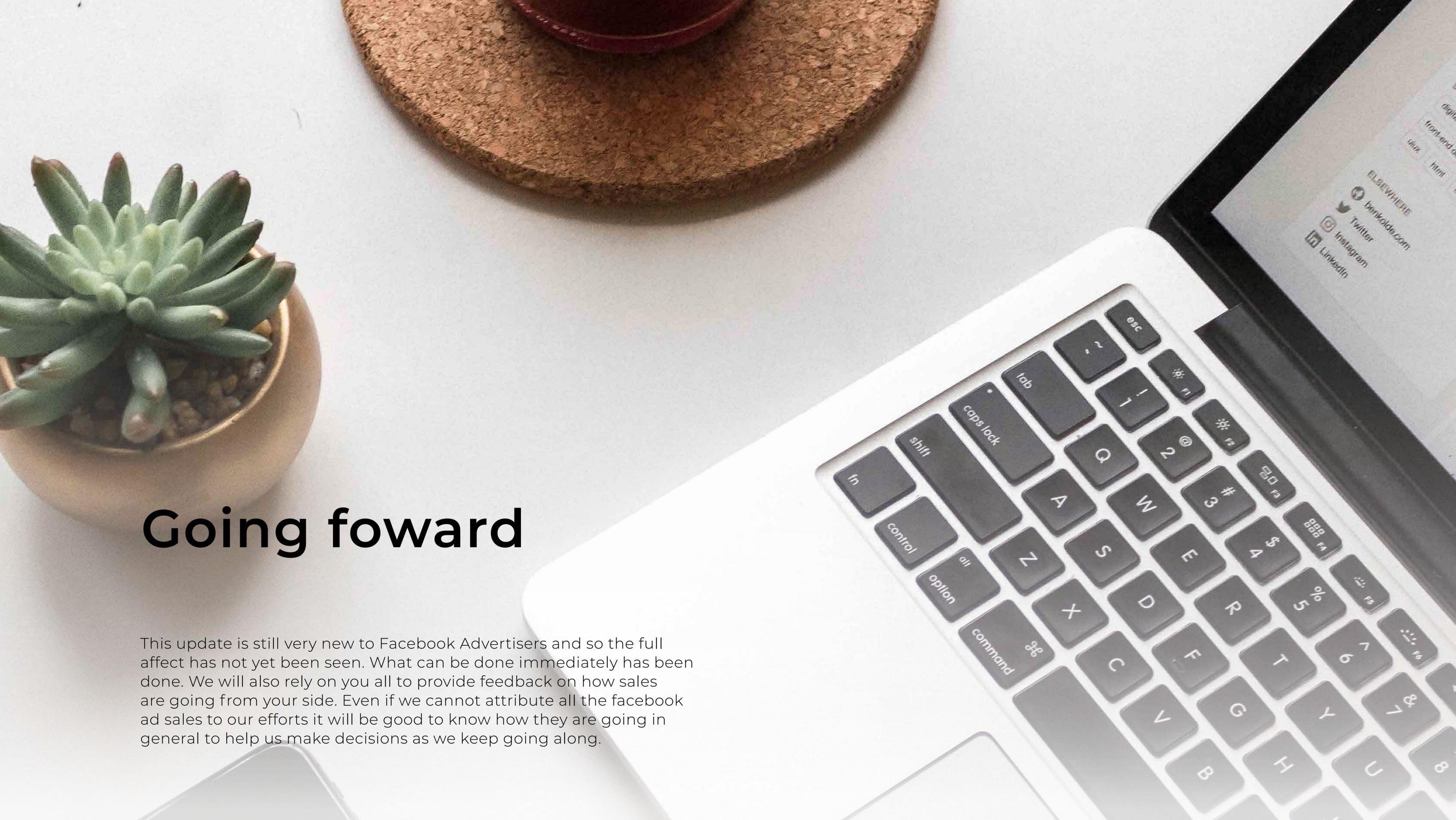
- 1-day click
- 7-day click (default after Apple prompt enforcement)
- 1-day click and 1-day view
- 7-day click and 1-day view (initial default)

For more information on the changes made to the attribution settings, click [here](#).



Dynamic ads limitations

As more devices update to iOS 14, the size of your retargeting audiences may decrease. If you plan to deliver dynamic ads for your business's website, Facebook highly recommends that you only use one pixel per catalogue and domain. If you use more than one pixel, they may not be able to accurately capture and optimise for the conversion events that you care the most about. If you use multiple domains in your catalogue, verify each website domain that you use as a product URL and avoid using any product URLs that redirect to another domain. For more information on how to verify your website domain, click [here](#).

A top-down view of a desk setup. On the left is a small succulent in a tan pot. In the center is a laptop with a white keyboard. To the right, a cork coaster holds a red cup. The laptop screen shows a website with social media icons for Facebook, Twitter, Instagram, and LinkedIn, and the text 'ELSEWHERE' and 'Denkoder.com'.

Going forward

This update is still very new to Facebook Advertisers and so the full affect has not yet been seen. What can be done immediately has been done. We will also rely on you all to provide feedback on how sales are going from your side. Even if we cannot attribute all the facebook ad sales to our efforts it will be good to know how they are going in general to help us make decisions as we keep going along.

Terms Explained

General

Attribution window

The number of days between when a person viewed or clicked your ad and subsequently took an action.

Pixel

A few lines of unique code on your website that allows the pixel to receive information about the actions taken on your site to make your Facebook ads more relevant to your audience.

Conversion event

Someone performs the conversion goal you were trying to achieve (e.g. purchases a product or submits a form).

Organic Posts, Timeline Posts, Posts

This is all unpaid content published to your Facebook Page. This can be seen by anyone visiting your Facebook page. These are also the posts that you approve on the excel sheet under the "Post Queue" tab. The purpose of these posts are to communicate to your audience, those who already like and follow your page. These posts won't reach those who don't already like and follow your page. Also, because there is so much content out there on Facebook some of your audience won't see these anyway unless they visit your page. These are the posts that are posted via our publishing platform "Publer".

Adverts, Paid Posts, Paid Traffic

This is the adverts that are paid for on Facebook and are managed under the Facebook Business Manager account (not through Facebook page). These adverts typically run for a month. The adverts are shown to anyone matching your target audience. These people don't have to be followers of the page to see the adverts. If you visit the Facebook page you will not see the advert posted to the timeline. Adverts are seen across multiple different placements. These include:

Feeds

Facebook News Feed

Your ads appear in the desktop News Feed when people access the Facebook website on their computers. Your ads appear in the mobile News Feed when people use the Facebook app on mobile devices or access the Facebook website through a mobile browser.

Instagram feed

Your ads appear in the mobile feed when people use the Instagram app on mobile devices. Instagram feed ads only appear to people browsing the Instagram app.

Facebook Marketplace

Your ads appear in the Marketplace home page or when someone browses Marketplace in the Facebook app.

Facebook video feeds

Your video ads appear between organic videos in video-only environments on Facebook Watch and Facebook News Feed.

Facebook right column

Your ads appear in the right columns on Facebook. Right-column ads only appear to people browsing Facebook on their computers.

Instagram Explore

Your ads appear in the browsing experience when someone clicks on a photo or video.

Messenger Inbox

Your ads appear in the Home tab of Messenger.

Stories

Facebook Stories

Your ads appear in people's stories on Facebook.

Instagram Stories: Your ads appear in people's stories on Instagram.

Messenger Stories: Your ads appear in people's stories on Messenger.

In-stream

(before, during or after video content):

Facebook in-stream videos

Your ads appear in Video on Demand and in a select group of approved partner live streams on Facebook.

IGTV videos

Your ads appear in IGTV video content uploaded by participating creators.

Search

Facebook search results

Your ads appear next to relevant Facebook and Marketplace search results.

Messages

Messenger sponsored messages

Your ads appear as messages to people who have an existing conversation with you in Messenger.

In-article

Facebook Instant Articles

Your ads appear in Instant Articles within the Facebook mobile app.

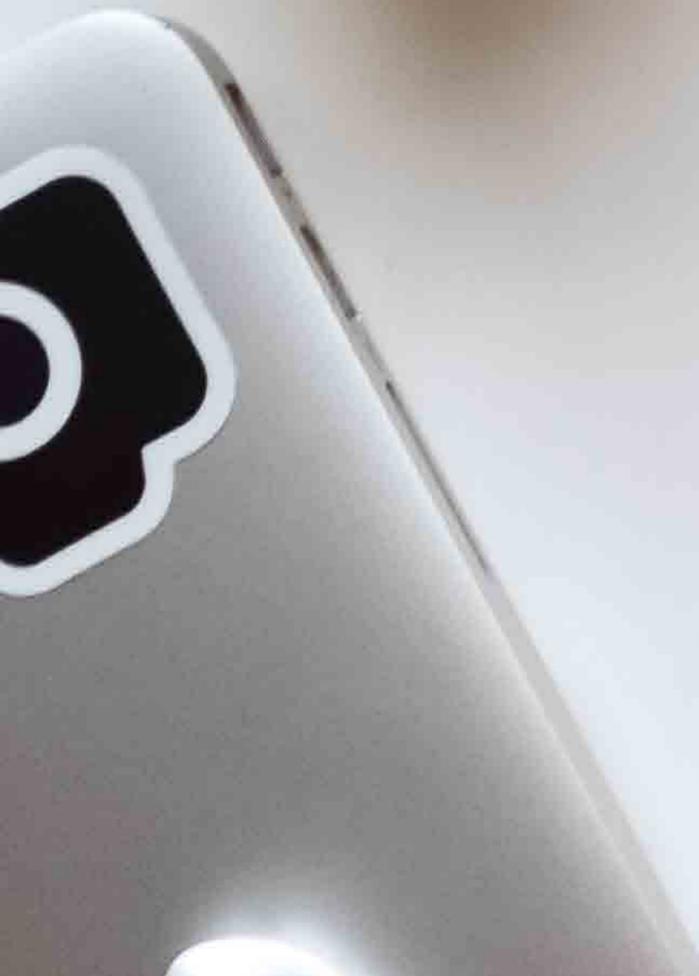
External Apps

Audience Network native, banner and interstitial

Your ads appear on apps on Audience Network.

Audience Network rewarded videos

Your ads appear as videos that people can watch in exchange for a reward in an app (such as in-app currency or items).



Don't stress

**We
got
this**